

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A marketing system that matches a customer profile to product/service offers marketed in a variety of web services resident on respective remote servers, the marketing system comprising:

a database including comprising a customer profile containing information related to a customer's interests in specific products and services;

a database including comprising a plurality of product/service offers related to specific products and services; and

a server for executing a program operable to match one of the plurality of product/service offers to the customer profile, the customer profile being comprising a permission-based marketing profile within the server, which continuously communicates through an Internet connection to scan for product/service offers that appear to match the customer profile, and provides the customer instant communication with a product/service provider;

wherein the program is configured to allow the customer to accept or fulfill product/service offers; and

wherein the program is further configured to update matching based on whether a product/service offer was accepted or fulfilled by the customer.

2. (Previously Presented) The system of claim 1 wherein the program is operable to present product/service offers to each customer, based on the results of a matching agent.

3. (Previously Presented) The system of claim 1 wherein the product/service offers are located on a plurality of distributed databases, the database in communication through a communications network.

4. (Previously Presented) The system of claim 3 wherein the plurality of distributed databases are located on-site at a company originating at least one of the product/service offers.

5. (Canceled)

6. (Original) The system of claim 1 further including a client computer in communication with the server via a communications network.

7. (Original) The system of claim 6 wherein the client computer includes an applet received from the server.

8. (Original) The system of claim 7 wherein the applet is configured to prompt the customer using the client computer to enter the customer profile.

9. (Original) The system of claim 8 wherein the applet is further configured to communicate the customer profile to the server.

10. (Previously Presented) The system of claim 7 wherein the applet is configured to notify the customer at the client computer upon occurrence of a match to the product/service offer.

11. (Currently Amended) A marketing method executed in a computer system for matching a plurality of product/service offers with a plurality of customer profiles, the method comprising;

providing a database including comprising a plurality of customer profiles containing information related to customers' interests in specific products and services;

providing a database including comprising a plurality of product/service offers related to specific products and services; and

providing a server, the server configured for executing a computer program operable to match one of the plurality of product/service offers to the customer profile, the customer profile being comprising a permission-based marketing profile within the server, which continuously communicates through an Internet connection to scan for product/service offers that appear to match the customer profile; and

providing the customer instant communication with a product/service provider;

wherein the program is configured to allow the customer to accept or fulfill product/service offers; and

wherein the program is further configured to update matching based on whether a product/service offer was accepted or fulfilled by the customer.

12. (Canceled)

13. (Previously Presented) The method of claim 11 wherein a matched offer is communicated to a client computer via a computer network.

14. (Canceled)

15. (Original) The method of claim 11 wherein the customer profile includes an identification of the customer and a preference of the customer.

16-22. (Canceled)